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August 22, 2012

TO: Yolanda Vera, Health Deputy  
Second Supervisorial District

FROM: Jonathan E. Fielding, M.D., M.P.H. *JE Fielding*  
Director and Health Officer

SUBJECT: **STD CONTROL PLAN UPDATE**

This is to update you on the Department of Public Health's (DPH) plan to prevent and control Gonorrhea and Chlamydia among young women and their at-risk partners in high impact areas of the Second Supervisorial District (SD2), including unincorporated areas.

### Case Management

Since the last report, California Family Health Council (CFHC) hired the remaining two community embedded disease intervention specialists (CEDIS), and all three CEDIS for the project have been undergoing intensive training. The CEDIS are also identifying and developing community contacts (e.g., juvenile halls, foster care, etc.) in order to better reach the target population.

### Expanded Screening

Since the beginning of the tablet deployment in February 2012, there has been a steady increase in tablet orders each month. In addition, there were over forty percent more tablet orders in July 2012 (243) compared to June 2012 (168). The table below shows the total number of tablets ordered between January 2012 and July 2012 and the preliminary testing data.

January 2012 – July 2012 Preliminary Data				
Number of Tablet Orders	Returned Specimens	Testable Specimens	Positive CT Tests	Positive GC Tests
818	475 (58.1%)	449 (54.9%)	33 (7.3%)	2 (0.4%)

There continues to be no orders from the two kiosks placed at community pharmacies. Challenges include lack of sufficient foot traffic at current kiosk placement locations, lack of awareness, and perceived lack of privacy or confidentiality. To address these issues, DHSP is increasing marketing for the kiosks in the neighborhoods surrounding the kiosk placements, considering alternate sites with more foot traffic to place kiosks, and working with the kiosk developer to determine if additional content can be added to the kiosk (e.g., other health information).

### **School Level Programs**

Given that the Los Angeles Unified School District (LAUSD) and the Compton Unified School Districts (CUSD) have been on summer schedule, school-level activities have decreased over the past two months. However, in July 2012, DHSP staff conducted a train-the-trainer session with eighth grade teachers in order to prepare them to implement the evidenced-based health education curriculum, "It's Your Game." In addition, staff met with Dr. Kim Uyeda, Director of LAUSD's Student Medical Services, and Maryjane Puffer, Executive Director for Los Angeles Trust for Children's Health, regarding the school wellness centers. Finally, DHSP staff collected client level data for the program evaluation activities.

### **Social Marketing**

DHSP is currently analyzing social marketing data and information in order to finalize the social marketing plan for fiscal year 2012-13. As stated in the last report, the marketing plan will also promote the "*I Know*" website through various media and publicity efforts and expanded distribution of collateral materials.

### **Community Advisory Group/Community Engagement**

On August 3, 2012, Black Women for Wellness facilitated a Community Stakeholder Group meeting. Over 30 individuals, representing schools, youth, and health-serving community-based organizations within SD2, participated in this meeting. Discussion topics included an overview of the funding, data update, development of a group process to produce recommendations to DPH, and updates from the agencies.

### **Public Relations**

DHSP continues to meet monthly with staff from SD2 to provide program updates. DHSP will continue to work closely with SD2 to promote the video and all public relations opportunities, activities, and media events.

### **Administrative Updates**

DHSP has met with FAME Assistance Corporation and California Black Women's Health Project several times to negotiate scopes of work, deliverables, and budgets. Both agencies are concluding their negotiation sessions with DHSP and will be submitting final budgets and scopes of work by the week of August 27, 2012.

If you have any questions or would like more information, please let me know.

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